

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 263000

1. THE NAME OF THE CANDIDATE IS: Debbie Wasserman Schultz
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF US Congress in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Debbie Wasserman Schultz for Congress
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Lawrence Wasserman
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Janet Katowitz
Name
1322 G. Street, SE Wash DC 20003
Address
202 675 6936
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:
Lawrence Wasserman FRAE

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Print Date 10/24/12 Page 1 of 3

Flight Dates 10/25/12-11/05/12

Contract / Revision 263000 / SCHULTZ FOR CONGRESS

Original Date / Revision 10/24/12 10/24/12
Agency Com 15%

Advertiser POL/Wasserman SC/D/CON/
1322 G. Street, SE
Washington, DC 20003

Agency Mundy Katowitz Media

Buying Contact
1322 G. Street, SE
Washington, DC 20003
Sales Office DC
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 1849
Alt Order # 06395531
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-Candidate
Priority P-2
Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 24% Market Value 116770

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	3%	3503
WFOR	27%	31528
WPXM	%	0
WSVN	33%	38534
WTVJ	13%	15180

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$2,337.50	\$2,750.00	0.00	10/01/12	10/28/12	7	\$2,337.50	\$2,750.00
November 2012	31	\$21,483.75	\$25,275.00	0.00	10/29/12	11/05/12	31	\$21,483.75	\$25,275.00
Totals	38	\$23,821.25	\$28,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	10/25/12	10/26/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	---TF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		2				\$125.00		0.00			
E 2	WPLG	10/29/12	11/02/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		5				\$125.00		0.00			
E 3	WPLG	11/05/12	11/05/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$125.00		0.00			
E 4	WPLG	10/25/12	10/26/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	---TF--	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		2				\$125.00		0.00			



WPLG

Print Date: 10/24/12

Page 2 of 3

Contract / Revision **263000** Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **POL/Wasserman SC/D/CON** Product **SCHULTZ FOR CONGRESS** Estimate # **1849**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 5	WPLG	10/29/12	11/02/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	MTWTF--	:30	5	\$125.00	P-2	0.00 NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		5			\$125.00		0.00			
E 6	WPLG	11/05/12	11/05/12	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:30 AM-6:00 AM)	2-----	:30	2	\$125.00	P-2	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----		2			\$125.00		0.00			
E 7	WPLG	10/25/12	10/26/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:30 AM-8:00 AM)	---TF--	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		1			\$1,000.00		0.00			
E 8	WPLG	10/29/12	11/02/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:30 AM-8:00 AM)	MTWTF--	:30	5	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		5			\$1,000.00		0.00			
E 9	WPLG	11/05/12	11/05/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:30 AM-8:00 AM)	2-----	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	2-----		2			\$1,000.00		0.00			
E 10	WPLG	10/25/12	10/26/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	---TF--	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		1			\$750.00		0.00			
E 11	WPLG	10/29/12	11/02/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	MTWTF--	:30	2	\$750.00	P-2	0.00 NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		2			\$750.00		0.00			
E 12	WPLG	11/05/12	11/05/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	1-----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$750.00		0.00			
E 13	WPLG	10/29/12	11/02/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MTWTF--	:30	2	\$1,300.00	P-2	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		2			\$1,300.00		0.00			
E 14	WPLG	11/05/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$1,300.00	P-2	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$1,300.00		0.00			
E 15	WPLG	10/29/12	11/02/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	MTWTF--	:30	3	\$2,500.00	P-2	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		3			\$2,500.00		0.00			
E 16	WPLG	11/05/12	11/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1-----	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1			\$2,500.00		0.00			
E 17	WPLG	10/28/12	10/28/12	TWISF/Michael Putney This Week in South F	CM	1130a-1230p (12:00 PM-12:30 PM)	-----1	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/28/12	10/28/12	-----1		1			\$500.00		0.00			

